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Cc: [Boudouvas, John](#); [Cano, Javier](#); [Wooden Jr., Ernest](#)
Subject: TMD Hotel & Neighborhood Video Initiative
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Dear Downtown Partners...

As Chair of the Tourism Marketing District (TMD), I am pleased to present you with the link to the TMD Hotel & Neighborhood video initiative that has been produced in collaboration with the Los Angeles Tourism and Convention Board (LATCB).

As you know, in the fall of last year we embarked upon an ambitious project to make Los Angeles more bite-size for our visitors and hotel guests. With your input and partnership, we believe we have created a selling tool that achieves that goal.

As of this week, more than 70 TMD hotel videos are now available at LATCB's website, and are complemented by 30 video vignettes highlighting the diversity and hidden gems of the distinct neighborhoods identified by the TMD hotel community throughout the five regions of Los Angeles. To trial the new website mapping, go <http://neighborhoods.discoverlosangeles.com>. Then zoom into a neighborhood or type the neighborhood name in the white search box that pops up. That will take you directly to a page with the neighborhood video on the left.

Early next week you will receive a package containing several USB drives with your specific neighborhood video for your use.

Beginning August 10, LATCB will conduct a consumer roll-out via our social media channels whereby the five regions – the Valley, Downtown, Hollywood, LAX/Beach Cities and Westside – will be featured for one week each. During these five business days, our team will deliver compelling and engaging content about the unique neighborhoods nestled within each region, highlighting various hotels, local businesses and more. A final editorial calendar noting this timing will be shared with you by the end of July so that you can promote through your social channels.

We welcome your feedback and look forward to working with you to continue driving demand for hotels within the many neighborhoods of Los Angeles. Should you have any questions about this project, please do not hesitate to reach out to myself or Patti MacJennett pmacjennett@latourism.org or 213 280 6800.

Best Regards,

Javier Cano
Chairman

Ernest Wooden, Jr.
President & CEO

TMD Board of Directors
Board

Los Angeles Tourism & Convention